Introduction

Nowadays, everyone seems to talking about digital marketing services and it was creating a buzz in the market and there are some people who know about it and now they want to know more about it but the thing is why it is creating buzz and how does it work?

Digital Marketing is marketing that makes use of electronic devices such as computer, tablets, smart phones, cell phones, digital billboards and games consoles to engage with consumer and other business partners. While the internet is the channel which is mostly closely associated with digital marketing others are wireless text messaging, mobile instant messaging, mobile apps, podcast, electronic billboards, digital television and radio channels. Digital Marketing can be defined as promoting of brands or products and services using all forms of digital advertising. Digital marketing uses Television, Radio, Internet, mobile and any form of digital media to reach customers in a timely, relevant, personal and cost-effective manner.

In **pull** digital marketing, the consumer actively seeks the marketing content, often via web searches or opening an email, text message or web feed. Websites, blogs and streaming media (audio and video) are examples of pull digital marketing.

In **push** digital marketing the marketer sends a message without the consent of the recipients, such as display advertising on websites and news blogs. Email, text message and web feed can also be classed as push digital marketing when the recipient has not given permission to receive the marketing message

Digital Marketing includes

1) Online Marketing (Web Optimization, Search Engine Marketing(SEM), Social Media Optimization (SMO), Online Display Advertising and Email Marketing)
2) Mobile Marketing (Message (SMS/MMS), Mobile Internet, Mobile Apps, App Advertising)
3) Radio Marketing (Radio Advertising, Podcasts, Interviews, Sponsorship)
4) TV Marketing (TV Adverting, Sponsorship, Product Placement, Interview)
5) E-media Marketing (video, audio and content deliver via Electronic device, Digital billboards)

Non- Durable Goods

Non Durable consumer products have relatively longer life than perishable, but their quality is reduced if stored for longer period of time. Non-durable consumer products have short marketing life span as these are consumed by the buyer in a shortest duration. For Example of non durable products are soap, shampoo, cosmetics, bottled or tin packaged food and drinks.

There are the various factors that influence the consumer in purchase of non durable goods. Every consumer is purchasing a particular product to influence of many factors. The influencing factor may differ from one consumer to another and product to product also. The importance given to a factor by a person may not be the same as in case of another. Some of them are satisfied with one aspect but dissatisfied with other aspects of the non-durable goods. Brand name, Price, Quality, Quantity, Package, Healthcare, Product which is used by Neighbors, Availability, Gift, offers & discount, Personal liking, Smell and Habitual

Consumer Behavior

Consumer Behavior as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of the products and services that they expect will satisfy their needs. It is the study of individual group or organization and the process they use to select, secure and dispose of product, services, experience or ideas to satisfy needs and the impacts that these processes has on the consumer and society. the buying behavior of the target market is the essential task of marketing managers in marketing concept. Consumer behavior is the most complex aspect of marketing, as it is the most dynamic of all the marketing activities. The consumer preference change rapidly and are affected by multiplicity of factors at a given point of time which are difficult to analyze. To understand the consumer behavior into consumer motivations, believes, attitudes, learning's, perceptions, emotions and opinion is essential,

Customer behaviors study a based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer.

Factors which influence consumer Behavior

1) Internal influences
   Consumer behavior is influenced by demographic, psychographics (lifestyle), Personality, motivation , knowledge, attitudes, beliefs and feelings. Consumer behavior concern with consumer need ,consumer actions in the direction of satisfying needs leads to behavior of every individual depend on thinking.
2) External influences
   Consumer behavior is influenced by culture, sub-culture, locality, royalty, ethnicity, family, social class, reference, group, lifestyle, and marketing mix factor.

Consumer purchases are influenced strongly by four factors. There are certain factors which influence the consumer behavior

1) Cultural factor- It is divided into three sub factors
    - Culture
    - Sub-Culture
    - Social Class
    - Culture- Culture is the most basic cause of a person's wants and behavior. Every group or society has a culture and cultural influence on buying behavior may very greatly from country to country.
    - Sub-Culture- A group of people with shared value system based on common life experience and situation. Each culture contain smaller sub culture a group of people with shared value system based on common life experience and situation. Sub-culture include nationalities, religions, social group and geographic regions. Many sub culture make up important market segments and marketers often design products.
    - Social Class- Almost every society has some form of social structure, social class are society's relatively permanent and ordered division whose members share similar values, interest and behaviors.
2) Social Factors- A Consumer Behavior also influenced by social factors such
    - Groups
    - Family
    - Role & Status
    - Group- Two or more people who interact to accomplish individual or mutual goals. A person's behavior is influenced by many small groups that have a direct influence and to which a person belongs are called membership groups. Some are primary group include family, friends, neighbors and coworkers. Some are secondary group which are more formal and have less regular interaction. These includes organization like religious group, professional association and trade unions.
    - Family- Family members can strongly influence buying behavior. The family is the most important consumer buying organization society and it has been researched extensively marketers are interested in the roles and influence of the husband, wife and children on the purchase of different product and services.
    - Role and Status-A person belong to many groups, family, clubs, organization and the person's position in each group can be defined in terms of both role and status.
3) Personal Factors- Personal factors include
    - Age & lifestyle cycle stage
    - Occupation
    - Economic situation

- Lifestyle
- Personality & Self Concept

- Age & lifestyle cycle stage- People changes the goods and services they buy over their lifetimes. Tastes in food, clothes, furniture and recreation are often age relate. Buying is also shaped by the stage of the family life cycle.
- Occupation- A person's occupation affects the goods and services bought. Blue collar worker tends to buy more rugged work clothes, whereas white collar workers buy more business suits. A Co. can even specialize in making products needed by a given occupational group. Thus computer software companies will design different products for brand managers, accountants, engineers, lawyers, and doctors.
- Economic Situation- A person's economic situation will affect product choice.
- Lifestyle- It's a person's pattern of living under-standing these forces involves measuring consumers major AIO dimension ie Activities (Work, Hobbies, Shopping) Interest (Food, Fashion, Family recreation) & Opinion (about themselves, Business products).
- Personality & Self Concept-Each person's distinct personality influence his or her buying behavior. Personality refers to one's own environment.

4) Psycholological Factors- It include these factors
   - Motivation
   - Perception
   - Learning
   - Beliefs and Attitude

- Motivation- Motive (drive) is a need that is sufficiently pressing to direct the person's to seek satisfaction of the need.
- Perception- The process by which people select, organize and interpret information to form a meaningful picture of the world.
- Learning- Changes in an individual behavior arising from experience.
- Beliefs & Attitude- Beliefs is a descriptive thought that a person holds and something. Attitude- person's consistently favorable or unfavorable evalution, feeling and tendency towards an object or idea.

Non Durable Market in India

India's FMCG sector with the market size of US $ 13.1 billion is the fourth largest sector in the economy. A well established distribution network intense competition between the organized and unorganized segments characterize the sector. The FMCG sector in India generate revenue worth US $ 34.8 billion in 2011, a growth of 15.2 percent as compared to previous year. Over 2006-11, the sector's revenues posted a compound annual growth rate (CAGR) of 17.3 percent. Food product is the leading segment, accounting of 43 percent of the overall market. Personal Care (22 percent) and Fabric care (12 percent) are the other leading segment. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods.

The Indian FMCG sector is highly fragmented, volume driven and characterized by low margins. The sector has a strong MNC presence, well established distribution network and high competition between organized and unorganized players. FMCG products are branded while players incur heavy advertising, marketing, packaging and distribution costs. The pricing of the final product also depends on the costs of raw material used. The growth of the sector has been driven by both the rural and urban segments. India is becoming one of the most attractive markets for foreign FMCG players due to easy availability of imported raw materials and cheaper labour costs.

An understanding purchase behavior of women toward non-durable goods is an essential as it reflects the influence of Brand, Price, Quality, Quantity, Mode of purchase etc. The successes of market or the failure depends on the purchase behavior of consumer. Women are taking the lead roles as of today than yesterday. This is due to the outcome of education, Employment etc. Present women are taking the lead in purchase decision too.

As far as the present scenario is concerned, the employment participation of women grew to 31 percent in 2005 from 26 percent in 2000, the first rise seen in the decade. The all India Census recorded that female headed households rose to 12 percent in 2001 from the roughly 9 percent a decade ago. The average age of marriage is still young, at just less than 20 years from 17.1 years in 1971.

This study aim to focus on consumers behavior of women on non-durable goods. Today the Indian urban women is an active pattern in the family. She is the major factors in all purchase decision of family. She has acquired a place in the society by virtue of her education and employment.

Leading FMCG Industries

The key player in FMCG sectors are Nestlé, , Unilever, Procter & Gamble, Coca-Cola, General Mills, Nirma limited, Emami Limited, Godrej Consumer Products Limited, Pepsi and Mars etc.

Categories of FMCG

Industry Attribute	**Type of Products**	**Company Store**
House Hold Care	Soaps, Detergents, Household Cleaners, Mosquito to Repellents	P&G, HUL, Nirma, ITC, Dabur
Personal Care	Oral Care, Skin Care, Hair Care, Soap, Toiletries, Cosmetics, Deodorants, Female Hygiene Product	P&G, HUL, ITC, Fem Care, Lakme, Marico, Himalaya, Emami, Dabur, Colgate Palmolive.
Food & Beverages	FOOD**-** Staples/Cereals, Bakery Product, Ice cream, Chocolate, Braded Sugar, Branded Flour. Beverages- Health Beverage,Soft Drinks, Tea, Coffee, Packed water, Liquor Juice	Coco-cola, Pepsi, Dabur, Glaxosmithkline, United Breweries

Review of Literature

Waitman, Robert, Zeisser, Michael, (1996) "Current Research:- Marketing to the Digital Consumers",Journal-The Mckinsey Quarterly, Issue-2,pp.180-183.

In this study there are 5 apparent factors for success of digital marketing can suggest number of issues that marketer must address. This research is being to identify the factors that allows companies to get more from their digital marketing. Next 3-4 years digital marketing will became an increasingly significant part of consumer marketing. So the marketer must being to think about the role of interactive media in their industry and prepare to take appropriate action.

Ahasanul Haque and Ali Khatibi, (2005), "E-shopping:- Current Practices and Future Opportunities towards Malaysian Customer perspective" Journal of Social Science. ISSN-15493652, Issue 1(1), Pp.41-46.

The study is to examine and understand the profiling characteristics of the current users of online shopping through the internet and its relationship with demographic variables and other relevant consumer behavioral patterns with the intention of establishing a target market for online shopping in Malaysia. Online consumers in Malaysia still have lack of confidence and trust involving the internet as a shopping channel. They are mainly concerned on issues related to privacy and lack of credibility when dealing with online retailers.

Pantea Carmen,(2008), "The Romanian Consumer and Online Marketing- An Exploratory Research Approach" Journal- Annals of the University of Oradea : Economic Science. ISSN/EISSN-1222569X1525450, Vol.4, Issue-1, Pp.1066-1071.

According to author the states that visits made to the local and/or foreign websites is the common – if not the most important – reaction of all segments: "green" consumers visit websites and send coupons while "orange" and "yellow" consumers make phone calls and visit websites. Online buying is more frequently done by the "green" consumers while mail order buying appears to be done more by the "yellow" and "green" consumers and less by the "orange" ones.Direct online and offline communication campaigns oriented toward these target segments will have to be planned , as the results of the survey suggest (obviously in the limits imposed by the exploratory research approach), considering the set of preferred sources and channels of information as well as the specific tools agreed by the consumers. In terms of the sources of information, respondents have mentioned as "preferred" sources the internet (specified by 65.3 % of the respondents), email (58.7 %), mail (52.0 %) and television (50.7 %) while daily (33.3 %) and periodical (30.7 %) press, mobile phone (26.7 %), outdoor advertising (25.3 %), radio (17.3 %) and telephone (9.3 %) hold more or less peripheral positions.These percentages support once more the ideas that, generally, consumers more open-to-direct online and offline communication are less interested in using television as an essential source of information and, respectively, level of education and incomes

are among the variables to be considered in defining potential open-to-direct communications customers and targets of the specific campaigns.

Corina SERBAN , (2011) "Competition as an Effective tool in Developing Social Marketing Programs- Driving Behaviour change through Online Activities" Journal: Economic : Seria management, ISSN/EISSN: 14540320, Vol.14 Issue 2 pp.553-563.

This article opens new opportunities for social marketing to address society's problems and supports the integration of the online communication tool in the competition strategy. The author try to examine the relationship between competition in the non-profit world and the online environment. The study describe the nature of the relationship and analyzed the impact of four independent variables ie credibility, attractiveness, persuasion and promotion on website competition.

Richard R. Klicki,(2011)"Digital Marketing:- The Message goes Two Ways" Newspaper title daily Herald (Arlingtion Heights, IL). pp.19

According to author , when company wants to market the business digitally, it is important to make sure, that you treat there audience with respect. On social media Kelly Bolyard said, "treat your followers as guest not as an advertising audience". The other author said, "Value yourself and show value to your audience".The company should make message fast and specific because readers attention span online is very short. People inherently learn and rember things better through a multisensory approach, so it is important that your marketing strategy maintain traditional, tangible aspects.

S. Lesidrenska, Ph Dicke, (2012) "Social media Platform & its Effect on Digital marketing Activitives", Journal "Marketing and Management of Innovations"Vol.3, Issue-1, pp.44-52.

In this study the author talks about the social media platforms which has being grown over the last year dramatically and companies should not ignore them or not being part of them. With the new development, companies that they do not only present their new product online but importance are building up a relation with potential customers in a very early phase of the product development. Social media platform offers only beneficial effect with the viral marketing factor 'to pass something on or to share something' inside the customer's validation process and without a extra efforts by passing on the news with the help of the 'I like' button this will speeds up the spread of the news and helps companies to promote their product and brand.

Cristian, Morozan, (2012)"Digital Marketing influence on the Formation of Brand Communities",Journal- Management strategies journal, ISSN/EISSN- 1844668X,Vol.1, Issue-1(15), pp.37-43.

In this paper the author talks about the presented and argued the reasons why brands are turning to digital environment and to their communities, in order to apply new marketing strategies ,offering consumers the grounds to belong to the respective communities. Thus, through digital media, the management of organizational communication becomes more efficient, both internally and especially, abroad. From this point of view, the greater the power of online technologies, the more open and transparent the organizations can be when they want to be understood within certain groups of consumers.

E Josephine Mary, P Revathi, K. Vetrivel. (2012) "Challenges & Opportunities of E-commerce in India – An Overview" Journal Golden Research Thoughts, ISSN/EISSN-22315063, Vol.02 Issue-2, pp.01-08.

The author was focusing around the Rapidly changing technology is continually bringing new goods & services to the market accompanied by new strategies to sell them therefore it may also conclude that new ethical issues related to business will emerge. New ethical issues must be identified and immediate steps and action should be taken. E-commerce provides tremendous opportunities in different areas but it requires careful application for consumer protection issues.

Gheorghe Orzan- Otilea-Elena Platon, (2012) "Consumer opinions towards Online Marketing Communication and Advertising Social Networks". Journal Lexet Scientia, ISSN/EISSN-1583039X, Vol.19 Issue-2, pp.236-244.

According to author Web 2.0 was an important step in expanding way to communicate on the internet. Social networks are proving to be a core partner in promotional and communication activities for the companies interested to take by surprise the audience, providing that it has access all the source of information, the company is able to reap the full benefits of promoting through social network while minimizing the disadvantage and the interest may prove to be the most convenient form of action for the company in its alternative marketing solution.

S.Kowalski, (2012) "The communication Model of using Social Network by Sports Clubs" . Journal-Marketing and management of innovation, ISSN/EISSN-22184511, Vol-3, Issue-2, pp.84-92.

According to the author the purpose of the use of social networking site for the club is making interest in the surrounding that's why the club should transfer the information on the internet. There is a lack of current and short term action, sponsors visibility, expanded galleries on the page. The website is overloaded with meaningless information. The page does not encourage a person to stay on it and share information with others. In such communication process the importance is to create a transparent and understandable page for to a potential clients.

Sajjad Nazir, Arsalan Tayyab, Aziz Sajid, Haroon-Ur-Rasheed, (2012) "How Online Shopping is affecting Consumer Buying Behavior in Pakistan?" International Journal of computer Science issues, ISSN/EISSN-16940784, Vol.9, Issue 3, pp.486-495.

The study was accomplished to discover the affects of online shopping towards the attitude of consumer buying behavior in Pakistan. Online shopping is getting more and trendier in Pakistan as well as in rest of the world but the velocity of online shopping in Pakistan is slower as compared to the entire world. According to the survey, online shopping is getting popularity in the young generation such as students and professionals. Students usually prefer to buy goods from its original source and they mostly prefer online shopping.

Sumit Goyal, (2012), "Face book, Twitter, Google+ :- Social Networking" International Journal of social networking and virtual communities, ISSN/EISSN-22528784, Vol.1 Issue.1.

According to author, Face book, Twitter, Google+ are very famous social networking websites highly popular and demanding in youth of today, people are getting largely attached to these social networking sites for different purpose like making friends, meeting old friends and relatives, getting information, expressing thoughts, sharing pictures, videos, doing text and video chatting forming discussion forums, having commercial and business interest. The graph of these social networking websites is on a boom. Due to the phenomenal success more new social networking websites are getting born.

Talpav A, Vierasu, (2012)"Online Marketing Strategies- UK and Romania" Journal-Bulletin of the Transilvania University of Brasov series V- Economic Science. ISSN/EISSN-20652194, Vol.5(54), Issue-2, pp.31-34.

According to author, Despite the globalization and despite the global character the internet has costs and competitions differ significantly from one location to another via the internet. An organization needs to set very well its targeted market, continuously monitor its direct competitors and needs to be able to keep up with online marketing best practices which are incredibly dynamic.

Iulia-Adina Zara, Bogdan Calin Velicu, (2012) "Using Analytics for the Understanding the Consumre Online" Journal: Ariale; Seria Economic, ISSN/EISSN-15822680 15826333, Vol.18, pp.791-796.

According to author every company need to stay competitive by using analytics for understanding their customer. The company need to content, design and advertisement to better their target persons. Some time analytics reports are not so comprehensive so it needs to specialized consultancy to improve the business online and turn the visitors into consumers. The metrics should be developed for a better understanding of the customer.

Wafa Elmannai, (2013) "Academic use of Online Social Networks" International Journal of Innovation and Applied Studies. ISSN/EISSN-20289324, Vol.3, Issue-2, pp.337-345.

The author explained the idea of creating an online business using social network sites "Face book". This idea was based on need of specific and important service that is required by the students in the

universities which is “Online Tutorial”. The authors clearly show how it is easy to take advantage of these free pages and make an online business with no effect or money. In past year the growth of online business can be as much as digital world.

Justification & Relevance of Research

- The digital marketing in India is at growing stage. If we see the growth in past few years it is tremendous but not as impressive as we except in a developing and potential market like India. If we go by the figures of the survey of International Telecommunication Union 2012 out of the total population less than 20% uses internet which is far less then the developing countries like US where the rate is in between 80 to 100%. This data clearly shows that efforts need to be raised in the direction of increasing awareness of internet so that the remaining 80% population can get exposure to the internet and target accordingly.
- The biggest issue in online business is the issue of privacy and security, despite development in security measures the practice of hacking has always been an issue. Once you feed in your personal data there is always a chance that another person can hack into your account and access information.
- The problem of hacking leads to trust issues in the mind of buyer and makes him skeptical about the whole procedure.
- The virtue in online rating system can become a vice too in case your product is not rated properly there is a huge chance of developing bad name online. Due to this buyers will not even look at the product and the potential of your product will be unrealized.
- There is also a great risk in creating an alliance with Search Engine Operations firm, the risk here is that if you blindly trust any firm they might promise you number one spot in google search but the glory is short lived and you might be defrauded in the process thereby losing your money as well as reputation. Hence investment in this areas should be done after looking into all the SEO firms.

Methodology

Research Methodology is a careful investigation for inquiring in a systematic method and finding solution of a problem. It comprises the defining and redefining of the problem formulating hypothesis, collection and evaluating data, making detection and reaching conclusion in the form of solution towards the concerned problem or in certain generalizations for some theoretical formulation.

Research design is a plan, structure and strategy of investigation conceived so as to obtain answers to research questions. A detailed outline of how an investigation will take place. A research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected.

Respondent includes qualified working women in the age group of 20 to 45 years will be selected in order to measure the purchase intention of consumers for non-durable goods.

Sample Design- A sample is a representative part of the population. In sampling technique information is collected only from a representative part of the universe and conclusions are drawn on the basis for the entire universe. A random sampling technique was used to collect data from the respondents. A random sampling is a sample selected from a population in such a way that every member of the population has a equal chance of being selected and the selection of any individual does not influence the selection of any other. A sample of 500 women will be derived by using convenient sampling in selected cities of Rajasthan.

Source of Data- There are two source of data ie Primary source of data and Secondary source of data. Primary source of data are those collected by the investigator himself for the first time and thus they are original in character, they are collected for a particular purpose. A well structured questionnaire was personally administrated to the selected sample to collect the primary data. Whereas Secondary source of data are those which have already been collected by some other person's for their purpose and published.

Type of Universe- The study will be undertaken at selected cities of Rajasthan.

Sample Size- The sample size denotes the number of elements selected for the study. The sample of 500 women will be drawn.

Sample Technique- A structured Questionnaire will be given to the consumers and the basic technique which will be used in this research. Observation method, Survey method and convenience sampling method will be followed for collecting response from the respondents.

Objectives – Objective is something that one's efforts or actions are intended to attain or accomplish.

1. To analyze the impact of digital marketing on the women buying behavior for the non-durable goods.
2. To analyze the effectiveness of the digital media for buying habits of women with regard to non-durable goods.
3. To analyze the consumption pattern of selected Non-Durable goods.
4. To study the influence of recent trends in advertisement on women buying behavior.

Testing of Hypothesis- The test of hypothesis begins with an assumption about the population from which the sample is drawn.

"A hypothesis is a simply a quantitative statement about the population. Hypothesis testing deals with a procedure, which accepts or rejects the hypothesis."

Hypotheses are of two types

1) Null Hypotheses- It is very useful tool in testing the significance of difference. It states that there is no real difference in the sample value and population value in the particular value under consideration. This means that the obsevered difference is due to the random fluctuation. The null hypothesis is denoted by Ho.
2) Alternative Hypotheses- As against the null hypothesis the alternative hypothesis specify those values that the researcher believes hold true and hope that the sample data lead to acceptance of this hypothesis as true.

Hypotheses

H_{o1}- There is no significant relationship between the impact of Digital Marketing and women buying behavior for Non-Durable goods.

H_{a1}- There is a significant relationship between the impact of Digital Marketing and women buying behavior for Non- Durable goods.

H_{o2}- There is no significant relationship between the digital media effectiveness and the buying behavior of household consumer.

H_{a2}- There is significant relationship between the digital media effectiveness and buying behavior of household consumer.

H_{o3}- There is no significant relationship on recent trends in advertisement and their impact on women decision towards non-durable goods.

H_{a3}- There is significant relationship on recent trends in advertisement and their impact on women decision towards nondurable goods.

Tools for Analysis - Appropriate inferential statistical tools like measures of central tendency, Regression, Correlation, ANOVA & SPSS test may be required for the hypothesis testing.

Chapterisation

1. INTRODUCTION

a. Introduction
b. Significance & need of Digital Marketing
c. Current scenario of Digital Marketing
d. Emerging trends in Digital Marketing
e. Introduction to Consumer Buying Behavior
f. Buying Process
g. Types of Buying Decision
h. Factors influence the Buying Behavior

2. RESEARCH METHODOLOGY AND REVIEW OF LITERATURE

a. Primary data Collection
b. Secondary data collection
c. Research Design
    Descriptive Research
    Exploratory Research
d. Research instruments used
e. Sampling unit
f. Sample size
g. Sampling design
h. Statistical tools used for data analysis
i. Limitations of study

3. Data Analysis and Interpretation

4. Finding and Suggestions

a) Finding

b) Conclusion

c) Suggestions

5. Application of the Research and scope for further Study

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Webilography

ANNEXURE

Questionnaire

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ANNEXURE

QUESTIONNAIRE

Name:-

S.No	Type	Particular	No of Respondent	Percentage
1	**Age**	**Up to 40 years** **More than 40 years**		
2	**Occupation**	**Service** **Business** **House wife**		
3	**Education**	**Up to HSC** **Graduate** **Post Graduate** **Others**		
4	**Type of Family**	**Joint Family** **Nuclear Family**		
5	**Monthly Income**	**Up to 10,000** **10,000 to 20,000** **20,000 to 30,000** **More than 30,000**		

1) Do you order online often?
   a) Yes b) No

2) What sort of product do you generally purchase?
   a) Clothes
   b) Shoes
   c) Electronics
   d) Household Product
   e) Others (Please Specify)

3) Do you prefer online shopping over going to a store ?

a) Yes, I prefer online shopping
b) No, I rather go to a store

4) How much do you generally spend when you shop online?
   a) Below 5000
   b) 5000-10,000
   c) 10,000 & above

5) Do you believe that online advertisement affects your buying decision?
   a) Yes
   b) No

6) How frequently do you shop online?
   a) Everyday
   b) Once a week
   c) Once a month
   d) Hardly

7) What generally influence you the most when you purchase online?
   a) Price of the product
   b) Quality of the product
   c) Availability of the product
   d) Brand

8) Which form of digital media you are more active on ?
   a) Mobile
   b) Social Network site
   c) You tube Advertisement
   d) Others

9) Amongst the listed below which digital media influence the most for buying FMCG?
   a) Mobile
   b) Social Networking Site
   c) You tube advertisement
   d) Others

10) What factors influences you the most before any purchase of FMCG?
   a) Time
   b) Promotional & Discount offer
   c) Feasibility (Distance, Home Delivery)

d) Price

11) Does Digital media generates your interest in buying online ?
   a) Yes
   b) No

12) Do you feel digital media in adequate source to keep you informed about the FMCG brand and variety of available in the market ?
   a) Yes
   b) No

13) How far do you trust about the content shown about a product through digital media ?
   a) Yes
   b) No

14) Does any advertisement through digital media effects your brand loyalty towards any particular brand ?
   a) Yes
   b) No

15) Do you consider a FMCG product in the basis of customer reviews/customer experience by the users of the product on various websites, blogs, forums?
   a) Yes
   b) No

16) Has any campaign run by the FMCG company through digital media attracted you to buy their product?
   a) Yes
   b) No

17) Do you find digital media advertisement an attractive means of information to traditional media (Newspaper, Radio etc) ?
   a) Yes
   b) No

18) Does digital media helps you in staying up dated about the various information about FMCG product & brand ?

a) Yes
b) No

19) Does the customer reviews and feeling through digital media (blogs, websites and forums) helps in increasing your trust / credibility towards FMCG brands & product?
a) Yes
b) No

20) Has any promotion and Rewards given from any of digital media lead you to buy any FMCG product ?
a) Yes
b) No